

# CONTRACT



**WOIO**  
**1717 East 12th Street**  
**Cleveland, OH 44114**  
**(216) 771-1943**

<u>Contract / Revision</u> 816626 /		<u>Alt Order #</u> 06304211
<u>Product</u> DSCC IE		
<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Estimate #</u> 1703
<u>Advertiser</u> DSCC IE		<u>Original Date / Revision</u> 09/07/12 / 09/07/12
<u>Billing Cycle</u> EOM/EOC	<u>Billing Calendar</u> Broadcast	<u>Cash/Trade</u> Cash
<u>Station</u> WOIO	<u>Account Executive</u> Teresa Difuria	<u>Sales Office</u> Telerep-Philade
<u>Special Handling</u>		
<u>Demographic</u> Adults 35+		
<u>IDB#</u>	<u>Advertiser Code</u> 49	<u>Product Code</u> 53
<u>Agency Ref</u>		<u>Advertiser Ref</u>

And:

**Wired Media Partners**  
**8999 E Varrar Avenue**  
**Denver, CO 80231**

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/ Week	Rate	Type	Spots	Amount
E 1	WOIO	09/04/12	09/07/12	Let's Make A Deal	10-11a		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				4	\$500.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	4	WOIO	09/04/12-09/10/12	Let's Make A Deal	10-11a	---WThF---	:30		<del>\$500.00</del>	NM		
			See MG 1.5									
	5	WOIO	09/10/12-09/10/12	Let's Make A Deal	10-11a	M-----	:30		<del>\$500.00</del>	NM		
			Ⓜ Credited									
2	WOIO	09/05/12	09/07/12	Action News at 11p	11-1135p		:30			NM	2	\$2,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				2	\$1,000.00			
E 3	WOIO	09/05/12	09/07/12	Price is Right	11a-12p		:30			NM	2	\$1,050.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				3	\$525.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	3	WOIO	09/04/12-09/10/12	Price is Right	11a-12p	---WThF---	:30		<del>\$525.00</del>	NM		
			See MG 3.4									
	4	WOIO	09/10/12-09/10/12	Price is Right	11a-12p	M-----	:30		<del>\$525.00</del>	NM		
			Ⓜ Credited									
4	WOIO	09/05/12	09/07/12	CBS Soaps	1230-2p		:30			NM	3	\$1,800.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				3	\$600.00			
	<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
	1	WOIO	09/04/12-09/10/12	CBS Soaps	1230-2p	---WThF---	:30		<del>\$600.00</del>	NM		
			See MG 4.4									
	4	WOIO	09/10/12-09/10/12	CBS Soaps	1230-2p	M-----	:30		\$600.00	NM		
			Ⓜ MG for 4.1 09/07									
5	WOIO	09/05/12	09/07/12	Action News at Noon	12-1230p		:30			NM	3	\$1,425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				3	\$475.00			
6	WOIO	09/05/12	09/07/12	Action News at 4p	4-5p		:30			NM	3	\$1,950.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				3	\$650.00			

(\* Line Transactions: N = New, E = Edited, D = Deleted)

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<u>Contract Dates</u> 09/04/12 - 09/10/12		<u>Product</u> DSCC IE
<u>Advertiser</u> DSCC IE		<u>Estimate #</u> 1703
<u>Original Date / Revision</u> 09/07/12 / 09/07/12		

*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WOIO	09/04/12-09/10/12		Action News at 4p	4-5p	---WThF----	:30		<del>\$650.00</del>	NM		
See MG 6.4												
4	WOIO	09/10/12-09/10/12		Action News at 4p	4-5p	M-----	:30		\$650.00	NM		
(M) MG for 6.1 09/07												
7	WOIO	09/05/12	09/07/12	Action News at 430a	430-5a		:30			NM	1	\$90.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WT----				1	\$90.00			
8	WOIO	09/05/12	09/07/12	Action News at 5a	5-6a		:30			NM	2	\$250.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				2	\$125.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2	WOIO	09/04/12-09/10/12		Action News at 5a	5-6a	---WThF----	:30		<del>\$125.00</del>	NM		
See MG 8.3												
3	WOIO	09/10/12-09/10/12		Action News at 5a	5-6a	M-----	:30		\$125.00	NM		
(M) MG for 8.2 09/05												
9	WOIO	09/05/12	09/07/12	Action News at 5p	5-6p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				3	\$700.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
1	WOIO	09/04/12-09/10/12		Action News at 5p	5-6p	---WThF----	:30		<del>\$700.00</del>	NM		
See MG 9.4												
4	WOIO	09/10/12-09/10/12		Action News at 5p	5-6p	M-----	:30		\$700.00	NM		
(M) MG for 9.1 09/07												
10	WOIO	09/05/12	09/07/12	Action News at 6p	6-630p		:30			NM	3	\$2,100.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				3	\$700.00			
11	WOIO	09/06/12	09/07/12	Action News at 6a	6-7a		:30			NM	2	\$350.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	---TF--				2	\$175.00			
12	WOIO	09/05/12	09/07/12	The Insider	7-730p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				3	\$500.00			
13	WOIO	09/05/12	09/07/12	The Early Show	7-9a		:30			NM	3	\$495.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				3	\$165.00			
<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>		<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>		<u>Rate</u>	<u>Type</u>		
2	WOIO	09/04/12-09/10/12		The Early Show	7-9a	---WThF----	:30		<del>\$165.00</del>	NM		
See MG 13.4												
4	WOIO	09/10/12-09/10/12		The Early Show	7-9a	M-----	:30		\$165.00	NM		
(M) MG for 13.2 09/05												
14	WOIO	09/05/12	09/07/12	Inside Edition	730-8p		:30			NM	3	\$1,500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/04/12	09/10/12	--WTF--				3	\$500.00			
15	WOIO	09/08/12	09/08/12	SA Action News at 11p	11p-1205A		:30			NM	1	\$750.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$750.00			
16	WOIO	09/08/12	09/08/12	SA Action News at 6p	6-630p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$500.00			

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*Line	Ch	Start Date	End Date	Description	Start/End Time	Days	Length	Spots/Week	Rate	Type	Spots	Totals Amount
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
17	WOIO	09/08/12	09/08/12	Sat 7-8p	7-8p		:30			NM	1	\$425.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1-				1	\$425.00			
18	WOIO	09/08/12	09/08/12	Sat Early Show	9-11a		:30			NM	2	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----2-				2	\$250.00			
19	WOIO	09/09/12	09/09/12	AFC GAME 1	1-4p		:30			NM	1	\$6,000.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$6,000.00			
20	WOIO	09/09/12	09/09/12	SU Action News at 11p	11p-1205a		:30			NM	1	\$775.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$775.00			
21	WOIO	09/09/12	09/09/12	SU Action News at 630p	630-7p		:30			NM	0	\$0.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$500.00			
		<u>Spot</u>	<u>Ch</u>	<u>Date Range</u>	<u>Description</u>	<u>Start/End Time</u>	<u>Weekdays</u>	<u>Length</u>	<u>Rate</u>	<u>Type</u>		
		1	WOIO	09/03/12-09/09/12	SU Action News at 630p	630-7p	-----Su	:30	<del>\$500.00</del>	NM		
22	WOIO	09/09/12	09/09/12	Sun Action News at 7a	7-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----1				1	\$500.00			
23	WOIO	09/10/12	09/10/12	Price is Right	11a-12p		:30			NM	1	\$525.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$525.00			
24	WOIO	09/10/12	09/10/12	CBS Soaps	1230-2p		:30			NM	1	\$600.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$600.00			
25	WOIO	09/10/12	09/10/12	Action News at Noon	12-1230p		:30			NM	1	\$475.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$475.00			
26	WOIO	09/09/12	09/09/12	Sun Action News at 7a	7-9a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/03/12	09/09/12	-----S				1	\$500.00			
N 27	WOIO	09/10/12	09/10/12	M-F 7-8p	7-8p		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$500.00			
N 28	WOIO	09/10/12	09/10/12	David Letterman	1135p-1238a		:30			NM	1	\$500.00
		<u>Start Date</u>	<u>End Date</u>	<u>Weekdays</u>				<u>Spots/Week</u>	<u>Rate</u>			
Week:		09/10/12	09/16/12	M-----				1	\$500.00			
Totals											50	\$30,660.00

Time Period	# of Spots	Gross Amount	Net Amount
08/27/12 - 09/10/12	50	\$30,660.00	\$26,061.00
<b>Totals</b>	<b>50</b>	<b>\$30,660.00</b>	<b>\$26,061.00</b>

**Signature: \_\_\_\_\_ Date: \_\_\_\_\_**

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